



TW LC

TIGER WOODS LEARNING CENTER

:: TWLC

Tiger Woods' name needed to have a meaning beyond golf and into a viable and prestigious institution targeting children, families, and educators.

PROFILE:

Tiger Woods Foundation has been created by the athlete and his father to give back to the community through a series of programs, mentoring and community services. The foundation was getting ready for its newest and greatest undertaking, a world class learning center to reside in Tiger's home town of Orange County.

GOALS:

- Develop an original brand identity to signify the state of the art learning center separate from golf and sports
- Raise interest, excitement and sponsorship by understanding the initiative and its value to community
- Distinguish the brand attributes through distinct messaging, collateral and multimedia
- Signify the launch through a newsworthy event focused on the identity of the learning center and its value position

PROCESS AND STRATEGY:

Launching a brand, an event, and an institution around the high-profile athlete starts with a series of research among different and significant areas including: current perceptions of the learning center, existing after school programs and centers, existing foundations with education programs, especially around athletes; golf related sponsorships and tie-ins, trademark research, needs assessment meetings with the foundation to understand goals and challenges. Our internal brainstorming and creative meetings addressed the results of our studies to ensure our recommendations and strategies were thorough, detailed and positioned to meet the goals. Our process included a series of key messages, roll out strategy and key creative elements.

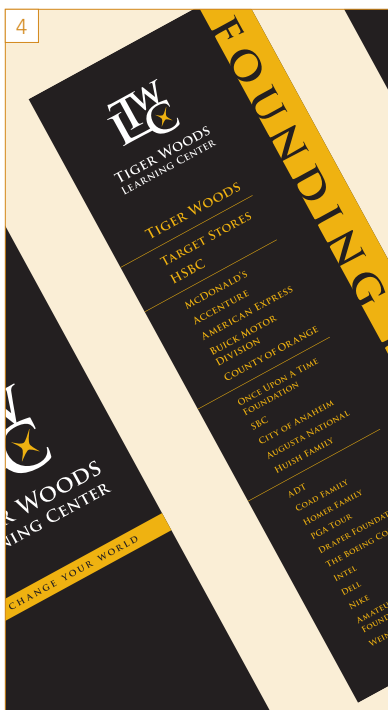
CREATIVE SOLUTION:

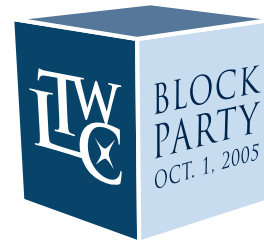
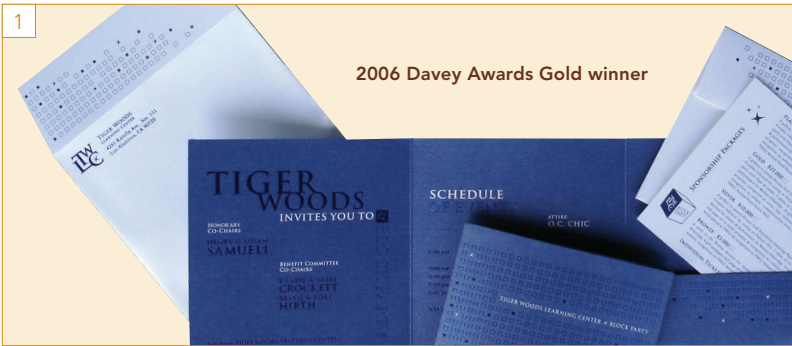
Copia Creative presented several concepts to convey the desired brand which lends itself to conservative yet bold as well as approachable yet prestigious.

- 1: Our successful brand launched the new Tiger Woods Learning Center on February 10, 2006
- 2: More than 600 guests attended, including former President Bill Clinton and First Lady of CA, Maria Shriver
- 3: Our video presentation generated excitement and communicated the voice of the learning center
- 4: On-site signage
- 5: Collateral and promotional items



2006 Telly Awards winner
2006 Davey Awards winner





The decision to connect the TWLC with a simple iconic gold star allows the brand to communicate Woods' persona, personifies the prestigious foundation, and lends itself to multiple applications. The font type and style share strength with sophistication to mark the learning center.

- 1: Invitation package was designed to attract an influential target audience. Paper, structure, printing method and typography were carefully chosen. Tickets were sold out.
- 2: TWLC logo was projected on the floor. 24 ft x 11 ft banner welcomed visitors.
- 3: The thoroughly branded Block Party raised over \$1 million.
- 4: Event collateral was designed with a consistent look and feel to reinforce the TWLC block party theme.



Addressing the launch was on the forefront of the plan and branding an inaugural event to complement the brand became one of our goals. With a combination of our research and review along with our internal creative meetings, Copia Creative recommended the theme "block party" to indicate neighborhood, community and learning. The name "Block Party" was conceived to harness the event with a memorable name. We designed and produced the concept and brand for the highly praised event from banners to the invitation package. Our creative allowed the block party to become synonymous with the learning center with its own brand and creative execution.

Copia Creative created and produced a video presentation to generate excitement and communicate the attributes of the learning center. We created this flagship piece before the center was built and based it from a series of interviews with Tiger Woods, Earl Woods, and faculty along with animations and treatments to capture the brand essence.

From brand identity to event is to reinforce Woods' role within the community and commitment to the Learning Center.

RESULTS:

Our successful brand launched the new Tiger Woods Learning Center on February 10, 2006 in Anaheim, CA. More than 600 guests, teachers, community leaders and students attended, including former President Bill Clinton, First Lady of California Maria Shriver, Elin Woods, NFL Hall of Fame coach Bill Walsh, actors Peter Gallagher and Chris Tucker, pro volleyball star Gabrielle Reece, and television journalist Ed Bradley. Deemed a huge success, the Block Party event raised over \$1 million for the Tiger Woods Learning Center and has become an annual event. In addition to providing children with new opportunities, the Tiger Woods Learning Center brand is trademarked and through media and public relations has become recognized worldwide.



Save-the-Date postcard:

2006 American Design Awards winner

The pop-up design allows the piece to sit on a desktop while highlighting the theme of the occasion.